

WINSTON SELECT CALENDAR

<u>1991</u>	July	Winston Foil wrap package
<u>1992</u>	1Q '92 April	Winston Select Intro mailing - "If you like Marlboro" Winston Introduction Kings FF Box & SP
<u>1993</u>	May-July June July August August-Sept 3Q '93 August-Dec	Winston 40¢/\$4 (Retail) Winston Weekend - catalog gear and trips (Continuity) Reformulation and repackaging Winston Select Lts Launch (85SP & Box, Lts 100, Slim Lts 100 Box) Winston Select Lts B1G1F/B5G5F (Retail) Special challenge for Marlboro Lts smokers (Media & Direct mail) All Select packings 20¢/\$2 (on pack)
<u>1994</u>	1Q '94	Select savings four \$2 off 4-pack coupons (Direct mail)

All dates refer to retail launches